ORDER

Orders Order / Rev: 324253 25269309 Alt Order #: Caballero AD30 Product Desc: CBS - Salinas, CA 1810 Estimate: 09/26/16 - 11/13/16 Primary AE: Millennium Los Angeles Flight Dates: 08/17/16 / 08/23/16 M-LA Original Date / Rev: Sales Office: NAT Order Type: **GENERAL** Sales Region: Sadler Strategic Media Inc Agency Name: Cash **Buying Contact:** Billing Type: Billing Calendar: Broadcast Billing Contact: 12103 Viewcrest Rd Billing Cycle: EOM/EOC Studio City, CA 91604 Agency Commission: 15% **Advertiser** Name: Parent Teacher Alliance/CA Charter Sc

Demographic: A35+

 Product Codes:
 PL02

 Priority:
 P-4

 Revenue Codes:
 AGY, POL, ISSUE

New Business Thru:
Order Separation:
Advertiser External ID:
Agency External ID:

Unit Code:

General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	110	\$38,470.00	\$32,699.50
10/31/16	11/07/16	35	\$10,990.00	\$9,341.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	110	\$38,470.00	\$32,699.50	0.00
November 2016	35	\$10,990.00	\$9,341.50	0.00
Totals	145	\$49,460.00	\$42,041.00	0.00

00:30:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Los Angeles			Start Of Order - End Of Order	100%

Order Share	Share	Total
CBS - Salinas, CA	22%	\$49,460.00
Market	100%	\$224,818.18

Competitive Share	Share	Total
DSBW	10%	\$22,481.82
KCBA	12%	\$26,978.18
KMUV	0%	\$0.00
KSBW	55%	\$123,650.00
KSMS	0%	\$0.00
NION	1%	\$2,248.18

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KION 10/03/	16 11/04/16	M-F 7A-9A CBS	This MoCM	7A-9A	MTWTF	:30	5	\$125.00P-2	0.00 NM	25	\$3,125.00
		M-F 7A-9A CBS	This Morn								
COMMENTS A	PPLY TO SU	IB LINES A THRU	A ·								
CBS This Morn	ing										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/03/16	10/09/16	MTWTF	5	\$125.00	0.00						
Week: 10/10/16	10/16/16	MTWTF	5	\$125.00	0.00						
Week: 10/17/16	10/23/16	MTWTF	5	\$125.00	0.00						
Week: 10/24/16	10/30/16	MTWTF	5	\$125.00	0.00						
Week: 10/31/16	11/06/16	MTWTF	5	\$125.00	0.00						
E 2 KION 11/07/	16 11/07/16	M-F 7A-9A CBS	This MoCM	7A-9A	M	:30	1	\$125.00 P-2	0.00 NM	1	\$125.00
		M-F 7A-9A CBS	This Morn								

Print Date: 08/23/16 17:55:08 Page 2 of 5

CBS

- Salinas, CA

Order / Rev:

324253

Advertiser:

Parent Teacher Alliance/CA Charter Sch

Alt Order #:

25269309

Product Desc:

arent reacher / mance/o/ Charter Cor

Flight Dates: 09/26/16 - 11/13/16

Estimate:

1810

Caballero AD30

Amount Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Ln Ch Start End Inventory Code COMMENTS APPLY TO SUB LINES A THRU A **CBS This Morning** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating 0.00 M-----\$125.00 Week: 11/07/16 11/13/16 CM :30 3 \$100.00 P-2 0.00 NM 15 \$1,500.00 KION 10/03/16 11/04/16 M-F 9a-10a 9a-10a MTWTF--M-F 9a-10a COMMENTS APPLY TO SUB LINES A THRU A Live! With Kelly & Michael Spots/Week Start Date End Date **Weekdays** Rate Rating Week: 10/03/16 10/09/16 MTWTF--\$100.00 0.00 Week: 10/10/16 10/16/16 MTWTF--3 \$100.00 0.00 10/23/16 MTWTF--3 \$100.00 0.00 Week: 10/17/16 MTWTF--3 Week: 10/24/16 10/30/16 \$100.00 0.00 MTWTF--\$100.00 Week: 10/31/16 11/06/16 3 0.00 KION 11/07/16 11/07/16 CM 9a-10a :30 \$100.00P-2 0.00 NM \$100.00 M-F 9a-10a M-F 9a-10a COMMENTS APPLY TO SUB LINES A THRU A Live! With Kelly & Michael Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate M----\$100.00 0.00 Week: 11/07/16 11/13/16 M-F 3p-4p CM MTWTF--:30 3 \$95.00P-3 0.00 NM 15 \$1,425.00 KION 10/03/16 11/04/16 3p-4p M-F 3p-4p COMMENTS APPLY TO SUB LINES A THRU A Dr. Phil Spots/Week Rating Start Date End Date <u>Weekdays</u> <u>Rate</u> MTWTF--\$95.00 0.00 Week: 10/03/16 10/09/16 3 MTWTF--\$95.00 Week: 10/10/16 10/16/16 3 0.00 10/23/16 MTWTF--3 \$95.00 0.00 Week: 10/17/16 MTWTF--3 10/30/16 \$95.00 0.00 Week: 10/24/16 11/06/16 MTWTF--3 \$95.00 0.00 Week: 10/31/16 \$95.00P-3 0.00 NM \$95.00 :30 1 KION 11/07/16 11/07/16 M-F 3p-4p CM 3p-4p M-----M-F 3p-4p COMMENTS APPLY TO SUB LINES A THRU A Dr. Phil Spots/Week Start Date **End Date** Weekdays Rate Rating 11/13/16 M----\$95.00 0.00 Week: 11/07/16 \$135.00 P-2 0.00 NM \$2,025.00 10/03/16 11/04/16 M-F 4p-5p CM 4p-5p MTWTF--:30 3 15 M-F 4p-5p COMMENTS APPLY TO SUB LINES A THRU A Judge Judy Start Date Spots/Week Rating Weekdays <u>Rate</u> End Date Week: 10/03/16 10/09/16 MTWTF-3 \$135.00 0.00 MTWTF--Week: 10/10/16 10/16/16 3 \$135.00 0.00 MTWTF--0.00 Week: 10/17/16 10/23/16 3 \$135.00 MTWTF-~ 3 \$135.00 0.00 Week: 10/24/16 10/30/16 MTWTF--\$135.00 0.00 Week: 10/31/16 11/06/16 3 \$135.00 P-2 0.00 NM \$135.00 :30 KION 11/07/16 11/07/16 CM M-----M-F 4p-5p 4p-5p M-F 4p-5p COMMENTS APPLY TO SUB LINES A THRU A Judge Judy Start Date **End Date** Weekdays Spots/Week Rate Rating M----Week: 11/07/16 11/13/16 \$135.00 0.00 M-F 5p-530p News :30 \$225.00P-3 0.00 NM 15 \$3,375.00 KION 10/03/16 11/04/16 CM 5p-530p MTWTF--M-F 5p-530p News COMMENTS APPLY TO SUB LINES A THRU A KION 46 News @ 5P End Date Start Date Weekdays Spots/Week Rate Rating MTW-F--\$225.00 0.00 Week: 10/03/16 10/09/16 3 MTW-F--\$225.00 0.00 Week: 10/10/16 10/16/16 3 10/23/16 MTW-F--3 \$225.00 0.00 Week: 10/17/16 Week: 10/24/16 10/30/16 MTWTF--3 \$225.00 0.00 11/06/16 MTWTF--\$225.00 0.00 Week: 10/31/16 \$225.00 M-F 5p-530p News M-----:30 \$225.00 P-3 0.00 NM E 10 KION 11/07/16 11/07/16 CM 5p-530p M-F 5p-530p News

Print Date: 08/23/16 17:55:08 Page 3 of 5

- Salinas, CA

Order / Rev:

324253

Advertiser:

Parent Teacher Alliance/CA Charter Sch

Alt Order #:

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Product Desc:

Caballero AD30

CBS

Flight Dates:

09/26/16 - 11/13/16

Estimate:

1810

Ln Ch Start End COMMENTS APPLY TO SU KION 46 News @ 5P		Start/End 1	Гіme Days	Len Spots	Rate Pri	Rtg Type_S	pots	Amount
<u>Start Date</u> <u>End Date</u> Week: 11/07/16 11/13/16	Weekdays Spots/Week	Rate \$225.00	Rating 0.00					
E 11 KION 10/10/16 10/10/16	MO Prime Hour 1 CM MO Prime Hour 1	8P-9P	M	:30 1	\$850.00 P-3	0.00 NM	1	\$850.00
COMMENTS APPLY TO SU Big Bang Theory/Kevin Can	Wait Mon-CBS							
Start Date End Date Week: 10/10/16 10/16/16	Weekdays Spots/Week		Rating					
Week: 10/10/16 10/16/16 E 12 KION 10/18/16 11/01/16		8P-9P	0.00 -T	:30 1	\$1,000.00P-3	0.00 NM	3	\$3,000.00
COMMENTS APPLY TO SU NCIS-CBS	TU Prime Hour 1	6F-9F	-,	.50	\$1,000.00P-3	U.UU INIVI	3	\$3,000.00
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/17/16 10/23/16 Week: 10/24/16 10/30/16		\$1,000.00	0.00					
Week: 10/24/16 10/30/16 Week: 10/31/16 11/06/16	•	\$1,000.00 \$1,000.00	0.00 0.00					
E 13 KION 10/11/16 11/01/16	TU Prime Hour 3 CM TU Prime Hour 3	10P-11P	-T	:30 1	\$450.00 P-3	0.00 NM	4	\$1,800.00
COMMENTS APPLY TO SU NCIS: New Orleans-CBS								
Start Date End Date	Weekdays Spots/Week	• —	Rating					
Week: 10/10/16 10/16/16 Week: 10/17/16 10/23/16	-T	\$450.00	0.00					
Week: 10/17/16 10/23/16 Week: 10/24/16 10/30/16	-T	I III	0.00 0.00			1		
Week: 10/31/16 11/06/16		\$450.00	0.00					
E 14 KION 10/03/16 11/04/16	M-F 11P-1135P News CM M-F 11P-1135P	11P-1135P	MTWTF	:30 3	\$280.00P-1	0.00 NM	15	\$4,200.00
COMMENTS APPLY TO SU KION 46 News @ 11P								
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/03/16 10/09/16 Week: 10/10/16 10/16/16	MTWTF	·	0.00 0.00					
Week: 10/17/16 10/23/16		3 \$280.00	0.00					
Week: 10/24/16 10/30/16	MTWTF~~		0.00					
Week: 10/31/16 11/06/16		\$ \$280.00	0.00					
E 15 KION 11/07/16 11/07/16 COMMENTS APPLY TO SU	M-F 11P-1135P News CM M-F 11P-1135P R LINES A THRU A	11P-1135P	M	:30 1	\$280.00 P-1	0.00 NM	1	\$280.00
KION 46 News @ 11P								
<u>Start Date</u> <u>End Date</u> Week: 11/07/16 11/13/16	Weekdays Spots/Week	. —	Rating 0.00					
E 16 KION 10/03/16 11/04/16	M-F 1135P-1235A CM M-F 1135P-1235A	1135P-1235	A MTWTF	:30 2	\$150.00P-1	0.00 NM	10	\$1,500.00
COMMENTS APPLY TO SU Late Show	B LINES A THRU A							
Start Date End Date Week: 10/03/16 10/09/16	Weekdays Spots/Week		Rating					
Week: 10/03/16 10/09/16 Week: 10/10/16 10/16/16	-	2 \$150.00 2 \$150.00	0.00 0.00					
Week: 10/17/16 10/23/16	_	\$150.00	0.00					
Week: 10/24/16 10/30/16		\$150.00	0.00					
Week: 10/31/16 11/06/16 E 17 KION 11/07/16 11/07/16		2 \$150.00 1135P-1235	0.00 A M	:30 1	\$150.00P-1	0.00 NM	.1	\$150.00
COMMENTS APPLY TO SU	M-F 1135P-1235A				,			• • • • • • • • • • • • • • • • • • • •
Late Show Start Date End Date	Weekdays Spots/Week		Rating					
Week: 11/07/16 11/13/16 E 18 KION 10/09/16 11/06/16	M CBS Sun Morn 7a-830a CM	1 \$150.00 7a-830a	0.00 S	:30 1	\$350.00 P-2	0.00 NM	5	\$1,750.00
COMMENTS APPLY TO SU	CBS Sun Morning	1 a-050a	3	.50	φυσυ.υυ ۳-2	O.OO INIVI	J	φ1,730.00
CBS Sunday Morning Start Date End Date	Weekdays Spots/Weel	<u>Rate</u>	Rating			. [

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CBS

- Salinas, CA

Order / Rev:

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Product Desc:

Caballero AD30

Flight Dates:

09/26/16 - 11/13/16

Estimate:

1810

E18 KION 1009816 1109816 SS SW Morning	Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
COMMENTS APPLY TO SUB LINES A THRU À Social Week 1002716 1002676	E 18 KION	10/09/16	3 11/06/16	CBS Sun Morn 7a	a-830a CM	7a-830a	S	:30	1	\$350.00 P-2	0.00 NM	5	\$1,750.00
Start Date	001414	ENTO AD											
Start Date				B LINES A THRU	A								
Week: 107/17/16 107/27/16 5 1 \$350.00 0.00		•	•	Weekdays	Spots/Week	Rate	Rating						
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Week: 107/16 1070/16				_	1								
E19 KION 1009/16 11009/16 SUPrime Hour1 CM 7P-8P				_	·								
SUP-rime Hour 1 COMMENTS APPLYTO SUB LINES A THRU A				=	1	•							
COMMENTS APPLY TO SUB LINES A THRU A 60 Minute-CBS Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Start D	E 19 KION	10/09/16	3 11/06/16	SU Prime Hour 1	CM	7P-8P	s	:30	1	\$2,500.00P-2	0.00 NM	5	\$12,500.00
Siart Date End Date Meekdanys Spots/Week Rate Rating			PLY TO SU										
Week: 100/3/16 10/09/16			End Date	Weekdays	Snots/Meek	Rate	Rating						
Week: 10/10/16 10/16/16													
Mesek: 10/24/16 10/30/16	Week: 10	/10/16		S							•		
Meek: 10/31/16				_		•							
E20 KION 10/16/16 11/06/16 SU Prime Hour 3 S				-									
SUPrime Hour 3 COMMENTS APPLY TO SUB LINES A THRU A Madam Secretary-CBS Start Date End Date Meek days Spots/Week Rate Rating Week 10/17/16 10/16/16								:30	1	\$650.00P-3	0.00 NM	4	\$2,600.00
Madam Scorelary-CBS	220 111011	10.10,1			-	00.	5	.00		4000.001	0.00 1		42,000.00
Week: 10/10/16 10/16/16	Madam	Secretar		B LINES A THRU	Α								
Week: 10/17/16 10/23/16	· · · · · · · · · · · · · · · · · · ·												
Week: 10/24/16				_	-								
E21 KION 10/20/16 10/20/16 NFL Thursday Game CM 530p-830pT 30 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 CBS TNF: Chicago @ Green Bay Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16T 1 \$850.00 0.00					1								
TH 530p-830p	Week: 10	/31/16	11/06/16	S	1		0.00						
COMMENTS APPLY TO SUB LINES A THRU A CBS TNF: Chicago @ Green Bay Week: 10/17/16 10/23/16	E21 KION	10/20/1	6 10/20/16	_	ame CM	530p-830p	T	:30	1	\$850.00P-4	0.00 NM	1	\$850.00
CBS TNF: Chicago @ Green Bay Spots/Week Rate Rating Week 10/17/16 10/23/16 T 1 \$850.00 0.00 T 1 \$850.00 0.00 T 1 \$850.00 0.00 T 30 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 NM 1 \$850.00 P.4 T 1 \$850.00 P.4 0.00 P.4 T 1 \$850.00	001414		DI V TO 011		•	(5:25 PM-8:30	PM)						
Start Date New 10/13/16 1					A								
Week: 10/17/16				•	Spots/Week	Rate	Rating						
TH 530p-830p					1								
COMMENTS APPLY TO SUB LINES A THRU A CBS Thursday Night Football Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/10/16 10/06/16 10/16	E 22 KION	10/13/1	6 10/13/16	NFL Thursday Ga	ame CM	530p-830p	T	:30	1	\$850.00P-4	0.00 NM	1	\$850.00
CBS Thursday Night Football Start Date End Date Weekdays Spots/Week Rate Rating						(5:25 PM-8:30	PM)					-	
Start Date End Date Weekdays Spots/Week Rate \$850.00 0.00	COMM	ENTS AP	PLY TO SU	B LINES A THRU	Α								
Week: 10/10/16 10/16/16 T 1					Spots/Week	Rate	Rating						
TH 530P-9P (5:25 PM-8:30 PM) COMMENTS APPLY TO SUB LINES A THRU A CBS TNF: Arizona @ San Francisco Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/03/16 11/06/16 NFL Sunday AM Game CM 10a-115p													
COMMENTS APPLY TO SUB LINES A THRU A CBS TNF: Arizona @ San Francisco Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/03/16 11/06/16 11/06/16 NFL Sunday AM Game CM 10a-115p	E 23 KION	10/06/1	6 10/06/16	NFL Thursday Sf	49ER'SM	530P-9P	T	:30	1	\$2,000.00P-3	0.00 NM	1	\$2,000.00
CBS TNF: Arizona @ San Francisco Start Date End Date Weekdays Spots/Week Rate Rating \$2,000.00 0.00 E 24 KION 11/06/16 11/06/16 NFL Sunday AM Game CM SU 10a-115p COMMENTS APPLY TO SUB LINES A THRU A CBS NFL Early Game: Week 9 Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Su 10a-130 PM) E 25 KION 10/23/16 10/23/16 NFL Sunday OAKLAND 6M SU 10a-5P COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Start Date End Date Weekdays Spots/Week Rate Rating (10:00 AM-1:30 PM) C COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Start Date End Date Weekdays Spots/Week Rate Rating Rating Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date Start Date Su 10a-5P COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Su 10a-5P COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Su 10a-5P COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Su 10a-5P Su 10a-5P COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Su 10a-5P Su 10a-5P COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Su 10a-5P						(5:25 PM-8:30	PM)						
Start Date End Date Weekdays Spots/Week Rate Rating					Α								
Week: 10/03/16 10/09/16 T 1 \$2,000.00 0.00			_		Snots/Week	Rate	Rating						
E 24 KION 11/06/16 11/06/16 NFL Sunday AM Game CM 10a-115p					1						·		
SU 10a-115p (10:00 AM-1:30 PM) COMMENTS APPLY TO SUB LINES A THRU A CBS NFL Early Game: Week 9 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/31/16 11/06/16S 1 \$1,500.00 0.00 E 25 KION 10/23/16 10/23/16 NFL Sunday OAKLAND 6M 10A-5PS :30 1 \$1,750.00 P-3 0.00 NM 1 \$1,750.00 COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16			6 11/06/16	NFL Sunday AM	Game CM			:30	1	\$1,500.00P-3	0.00 NM	1	\$1,500.00
CBS NFL Early Game: Week 9 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/31/16 11/06/16 S 1 \$1,500.00 0.00 E 25 KION 10/23/16 10/23/16 NFL Sunday OAKLAND 6M 10A-5P S :30 1 \$1,750.00 P-3 0.00 NM 1 \$1,750.00				SU 10a-115p		(10:00 AM-1:	30 PM)						
Week: 10/31/16 11/06/16 S 1 \$1,500.00 0.00 E 25 KION 10/23/16 10/23/16 NFL Sunday OAKLAND 6M SU 10A-5P (10:00 AM-1:30 PM) 10A-5P (10:00 AM-1:30 PM) 1 \$1,750.00 P-3 (0.00 NM) 1 \$1,750.00 P-3 (0.00 NM) COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16S 1 \$1,750.00 0.00 E 26 KION 10/30/16 10/30/16 NFL Sunday OAKLAND 6M SU 10A-5P (10:00 AM-1:30 PM) COMMENTS APPLY TO SUB LINES A THRU A Raiders Game					Α					·			
E 25 KION 10/23/16 10/23/16 NFL Sunday OAKLAND 6M 10A-5PS :30 1 \$1,750.00 P-3 0.00 NM 1 \$1,750.00 SU 10A-5P (10:00 AM-1:30 PM) COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16S 1 \$1,750.00 0.00 E 26 KION 10/30/16 10/30/16 NFL Sunday OAKLAND 6M 10A-5P													
SU 10A-5P (10:00 AM-1:30 PM) COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16								.00		#4 750 00D 0	0.00 NIM		¢4.750.00
COMMENTS APPLY TO SUB LINES A THRU A Raiders Game Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16	E 25 KION	10/23/1	6 10/23/16		KLAND 6M		=	:30	1	\$1,750.00P-3	U.UU NIVI	1	\$1,750.00
Raiders Game Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16	COMM	ENTS AP	PLY TO SU		Α	(10.00 AW-1.	30 1 WI)						
Week: 10/17/16 10/23/16													
E 26 KION 10/30/16 10/30/16 NFL Sunday OAKLAND 6M 10A-5PS :30 1 \$1,750.00 P-3 0.00 NM 1 \$1,750.00 COMMENTS APPLY TO SUB LINES A THRU A Raiders Game					Spots/Week								
SU 10A-5P (10:00 AM-1:30 PM) COMMENTS APPLY TO SUB LINES A THRU A Raiders Game													
COMMENTS APPLY TO SUB LINES A THRU A Raiders Game	E 26 KION	10/30/1	6 10/30/16		KLAND 6M		-	:30	1	\$1,750.00P-3	0.00 NM	1	\$1,750.00
			PLY TO SU		Α	(TU:UU AM-1:	OU PIVI)						
			End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

ORDER

Orders Order / Rev: 324264 Alt Order #: 25269311 Caballero AD30 Product Desc: Estimate: CW - Salinas, CA 1810 09/26/16 - 11/13/16 Millennium Los Angeles Flight Dates: Primary AE: Original Date / Rev: 08/17/16 / 08/23/16 M-LA Sales Office: Sales Region: Order Type: **GENERAL** NAT Agency Name: Sadler Strategic Media Inc **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: EOM/EOC 12103 Viewcrest Rd Billing Cycle: Studio City, CA 91604 15% Agency Commission: **Advertiser** Name: Parent Teacher Alliance/CA Charter Sc New Business Thru: Demographic: A35+ Order Separation: 00:30:00 **Product Codes:** PL02 Advertiser External ID: Priority: P-3 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	8	\$880.00	\$748.00
10/31/16	11/07/16	3	\$360.00	\$306.00

Totals

Unit Code:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	8	\$880.00	\$748.00	0.00
November 2016	3	\$360.00	\$306.00	0.00
Totals	11	\$1,240,00	\$1,054,00	0.00

General

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Los Angeles			Start Of Order - End Of Order	100%

AGY, POL, ISSUE

Order Share	Share	Total
CW - Salinas, CA	1%	\$1,240.00
Market	100%	\$124,000.00

Revenue Codes:

Competitive Share	Share	Total
DSBW	10%	\$12,400.00
KCBA	12%	\$14,880.00
KMUV	0%	\$0.00
KSBW	55%	\$68,200.00
KSMS	0%	\$0.00
NION	22%	\$27,280.00

Ln Ch S	tart	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 NION 10	/10/16	11/07/16	MO Prime Hour 1	CM	8P-9P	M	:30	1	\$200.00 P-4	0.00 NM	3	\$600.00
			MO 8P-9P									
COMMENT	S APPI	LY TO SUI	B LINES A THRU C	:								
Supergirl-C	W											
Start D	ate E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/10/2	16 1	10/16/16	M	1	\$200.00	0.00						
Week: 10/17/	16 1	10/23/16		0	\$0.00	0.00						
Week: 10/24/	16 1	10/30/16	M	1	\$200.00	0.00						
Week: 10/31/	16 1	11/06/16		0	\$0.00	0.00						
Week: 11/07/	16 1	1/13/16	M	1	\$200.00	0.00			_			
E, 2 NION 10	/15/16	11/05/16	Late News Sa-Su	CM	10P-1030P	S-	:30	1	\$80.00P-4	0.00 NM	4	\$320.00
•			SA-SU 10P-1030F	•								•

Print Date: 08/23/16 17:55:13 Page 2 of 2

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Totals

\$1,240.00

324264 Advertiser: Parent Teacher Alliance/CA Charter Sch Order / Rev: - Salinas, CA Alt Order #: 25269311 Product Desc: Caballero AD30 CW 09/26/16 - 11/13/16 Estimate: 1810 Flight Dates: Rate Pri Rtg Type Spots Amount Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots COMMENTS APPLY TO SUB LINES A THRU A Central Coast News @ 10 Start Date End Date Weekdays Spots/Week Rate Rating 0.00 Week: 10/10/16 10/16/16 ----S-\$80.00 ----S-0.00 10/23/16 \$80.00 Week: 10/17/16 1 ----S-\$80.00 0.00 Week: 10/24/16 10/30/16 1 ----S-Week: 10/31/16 11/06/16 \$80.00 0.00 E 3 NION 10/16/16 11/06/16 ----S \$80.00P-3 0.00 NM \$320.00 Late News Sa-Su CM 10P-1030P :30 SA-SU 10P-1030P COMMENTS APPLY TO SUB LINES A THRU A Central Coast News @ 10 **End Date** Spots/Week Rating Start Date **Weekdays** <u>Rate</u> Week: 10/10/16 10/16/16 ----S \$80.00 0.00 1

0.00

0.00

0.00

1

\$80.00

\$80.00

\$80.00

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10/23/16

10/30/16

11/06/16

Week: 10/17/16

Week: 10/24/16

Week: 10/31/16

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:	<u>\</u> \	ilias	Date: 07/0	7/2016
I, Sheri Sa do hereby re	idler quest station tim	e concerning th	ne following iss	ue:	
	Parent	NaeL	n alli	mer.	
Broadeast	Time of Day,		Class	Times.per	Number of
Leisti	Rotation or Package	Days	Uass Table	Waek	Weeks
	Dee	reque			

This broadcast time will be used by: Parent Teacher allumica

THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT 'COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE." FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" ☐ Yes ■ No
For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):
I represent that the payment for the above described broadcast time has been furnished by (name and address):
by (name and address).
and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor"). List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):
All attached Letter of Aut.

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL IMPORTANCE"

I repres by (nam	ent that the pay ne and address)	ment for the :	above de	escribed	broadcas	t time h	as been	furnished
(hereina	are authorized after referred to chief executive s below (or atta	as the "spor officers or n	nsor"). nembers (690 (1 10 (1 14)), 5 6 5 7 (1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
		attai		Lei	te o	1 a	utt.	

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least ______ before the time of the scheduled broadcasts.

TO	BE SIGNED I	BY ISSUE ADVERTISE	ER (SPONSOR)
7/7/16	· Alu	Laden_	818-506-544
/ Pate		Signature	Contact Phone Number
	TO BE SIGN	ED BY STATION REPRES	ENTATIVE
X Acc	epted	☐ Accepted in Pa	
	4 Solly	re Keislysia	hap M
Sight	ilμre	Printed Mame	Title

LETTER OF AUTHORIZATION

Parent Teacher Alliance, Sponsored by California Charter Schools Association Advocates Independent Expenditure Committee 1017 I Street, #141 Sacramento, CA 95814

Monday, March 21, 2016

Sheri Sadler Sadler Strategic Media, Inc. 12103 Viewcrest Road Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent the "Parent Teacher Alliance, Sponsored by California Charter Schools Association Advocates Independent Expenditure Committee". Our official information is as follows:

Name Paid for by Parent Teacher Alliance, Sponsored by California Charter Schools Association Advocates Independent Expenditure Committee. FPPC# 1367043
Address 1017 l Street, #141, Sacramento, CA 95814

Phone:

916.520.2957

Fax:

916.914.2147

Name of Chairman:

Gary Borden

Name of Treasurer:

Brian Hildreth

FEDERAL TAX I.D.#

26-2318098

Signature (Can be any authorized agent)

Carlos Marquez, Senior Political Director